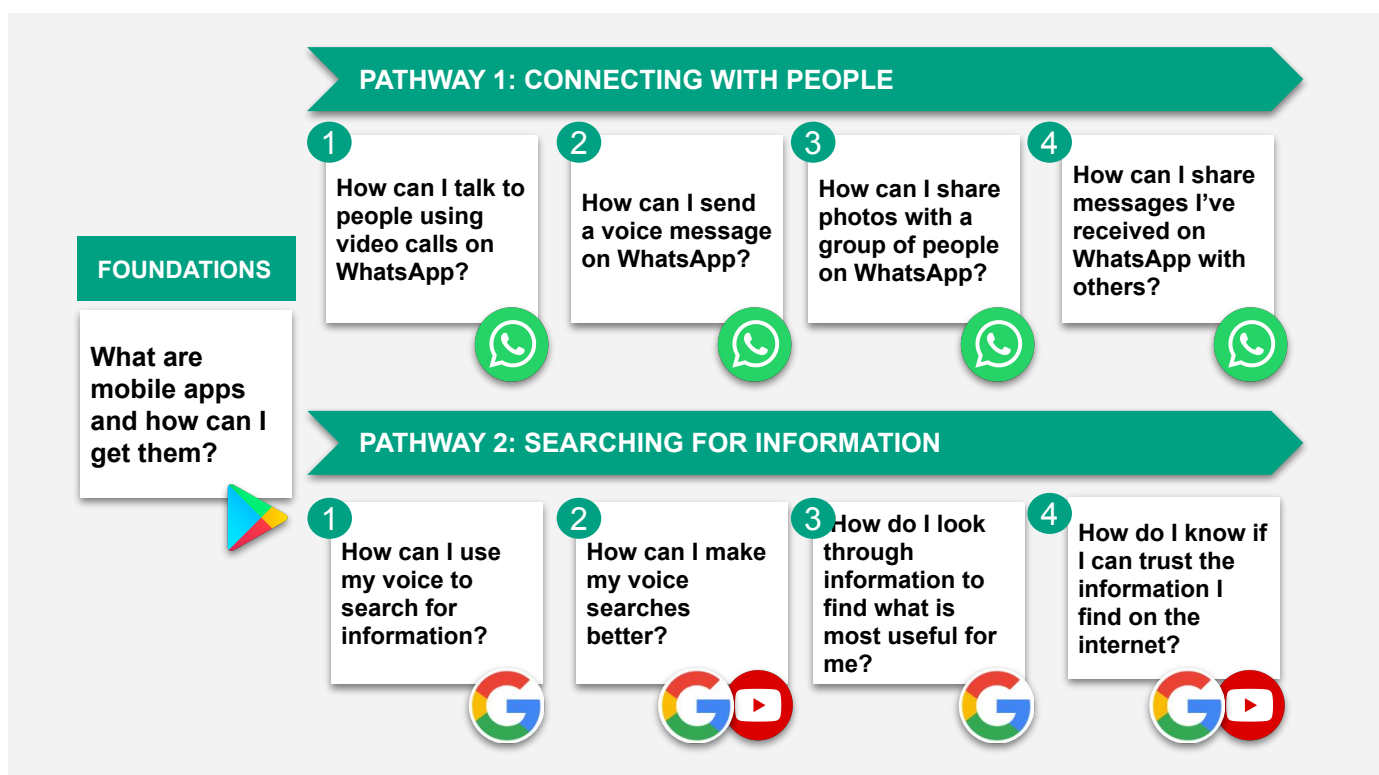


GUIDE FOR STORE STAFF

You will have received a number of digital skills training videos to play in your store. These videos have been created to help people learn how to use mobile internet, particularly women.

This guide gives you advice on how to play the videos in your store, share the videos with customers and help if they have any questions.

The first video introduces mobile apps. Then, there are two **“learning pathways”**. Each learning pathway has 4 **videos**. Each video teaches a skill.



WHAT TO DO

1. Play videos on the TV

- ✓ The videos have been shared with you over WhatsApp. **Email** these videos to yourself. Open up your email on the store's computer and download the videos. Alternatively, open up your WhatsApp account on the computer and download the videos. (Remember, there are a few videos, so this might take a bit of time.)
- ✓ Only download the videos that are in the **language** relevant to your location (Hindi/Tamil).
- ✓ Put the videos onto a pen drive. Put them all in a single folder, and make sure they are in the right **order** (check the file name of the videos or the diagram on the previous page for the correct order).
- ✓ Turn **on autoplay** so that they play one after the other.
- ✓ Put the pendrive into the **TV** and select the first video to be played.
- ✓ Put the **volume** at a level where customers can hear clearly.
- ✓ If unable to play the videos with the volume on at all hours, focus on playing them at times of day when there are **more customers**, on market days, etc.

2. Set up the store

- ✓ Make sure the **TV screen** is in a place that is visible to customers and there is space in front of it for people to watch.
- ✓ If you have **chairs** and space in your shop, place a few in front of the TV screen.
- ✓ Print out the **poster** that was sent to you with instructions for the learners and put it up next to the TV screen.

3. Support customers

- ✓ **Encourage** customers to watch the videos while you process their sales/requests.
- ✓ **Send** customers the videos over WhatsApp/SMS link/Bluetooth.
- ✓ **Respond** to any questions customers have on the videos. The next page has suggested responses to some commonly asked questions.

QUESTIONS YOU MIGHT GET FROM LEARNERS

What are these videos all about? How will they help me and my family?

These videos are to help you understand how to use the internet in ways that benefit your life, your home, your family and your work. Using the internet can help you find information you need on nearly any topic, quickly. You can find information for your family's health, your farm or other work, your child's education, and more. The internet makes it easy to talk to and share photos and videos with your family, or people in your community, like your self-help group, your child's teacher, the Anganwadi didi, or your boss. You can also use the internet to learn how to do new things that can help you earn or save money.

Can I get these videos on my phone?

Yes! These videos are for anyone to watch, share and learn from (*share video files/link over WhatsApp, SMS or Bluetooth*)

What kind of phone do I need to have to do all of these things? Does it have to be a high-end model?

You will need a smartphone (touch phone/big phone) to do the things shown in the training. It does not have to be a high-end model, any smartphone will do, or a Jio Phone. Check if you have WhatsApp, etc. on your button phone.

I don't have a touch phone. What do I do?

If someone in your household has a touch phone, I can send these videos to them, so that you can watch the videos again when you go home and try it out on their phone, with their help. I will need you to give me the phone number of the phone you want me to send the videos to. Even if you don't have a touch phone right now, these are useful skills to learn for the future.

Will doing these things cost money?

Normally, when you use the internet on your phone, you are using something called "data". This is something that you need to buy and recharge at your local shop or through the phone.